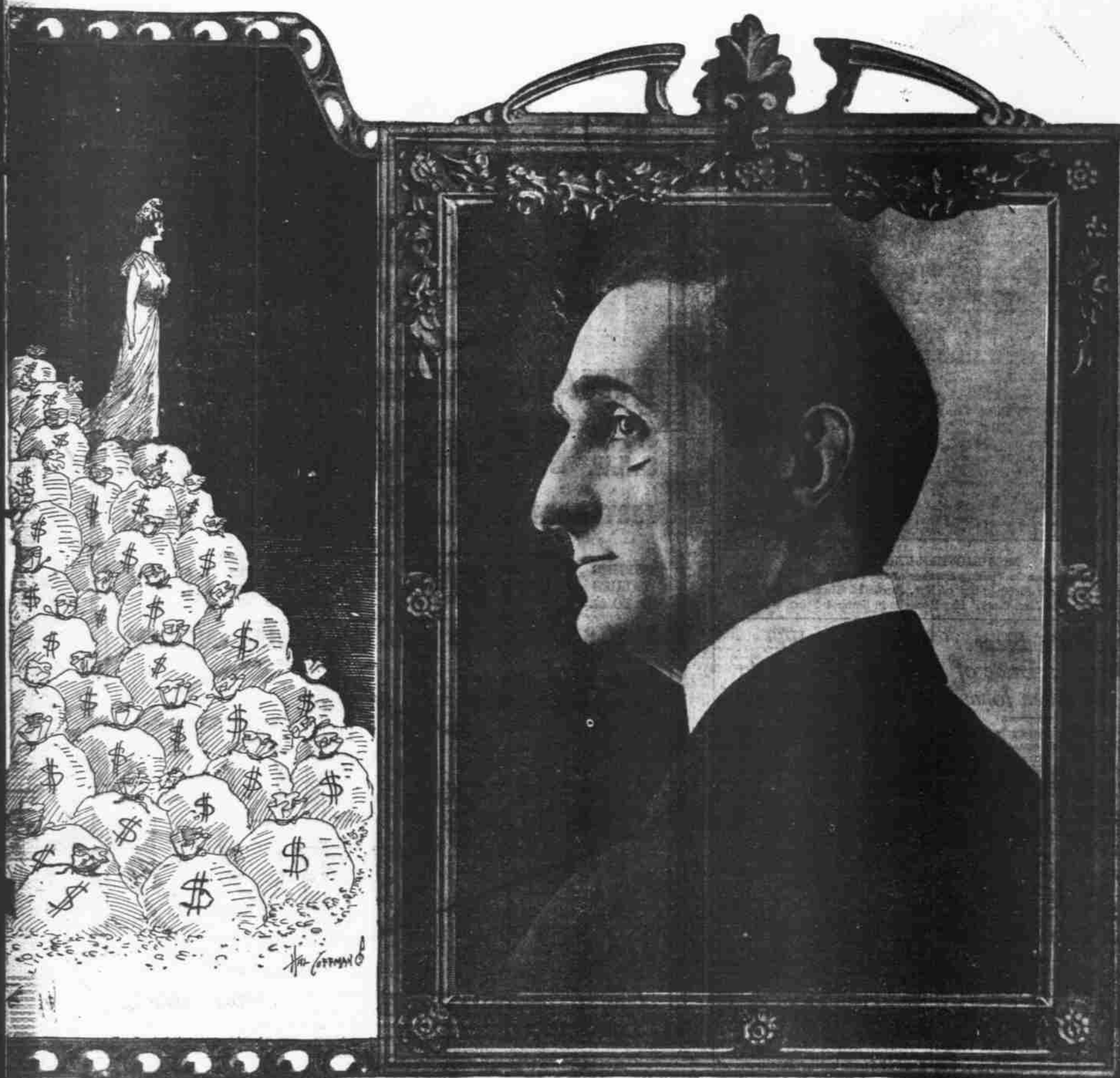


TELL THEM, GOVERNMENT MUST ADVERTISE TELL ALL THE PEOPLE TO BUY THE BONDS



finite Billions that the Country
her Lands "Safe for Democracy"

The Secretary of the Treasury, Who Must Solve the Problem of
Exchanging Billions in Bonds for Billions in Money to Finance This War.

THE PRESIDENT, THE SECRETARY OF THE TREASURY.

ssed to the House and the Senate?

when we say thus publicly at our own expense that, as we here
by *advertising* compel the attention of Government, so Congress with
a generous advertising appropriation should make it possible for
the Secretary of the Treasury who bears the heavy burden of finan-
cing this war to *compel the attention of the nation* AND SELL THE
BILLIONS IN BONDS.

We practice what we preach because we believe what we preach.
Advertising is the cheapest and only efficient national salesman. It is
the only salesman that will do now the work demanded by the nation's
financial need. To sell Billions in bonds, demands a great national ad-
vertising campaign, with direct appeal to every man's patriotism, and
simple, forceful preachment of the character of this war.

CAN PRESS ASSOCIATION, by Courtland Smith, President.

Americans Is the Intelligent ADVERTISING CAMPAIGN.

Advertising makes it possible
to talk every day to every human
being in the United States able to
read and buy a bond.

Advertising is the weapon with
which this country must fight
Germany financially. England has
found it so and the United States
will realize it.

The Secretary of the Treasury,
who must SELL the bonds to
the people, must have power to
TALK to the people.

And Congress should give public-
ity to Mr. McAdoo, ungrudgingly.

Because

To pile up wealth, as pictured on this page, you must reach and appeal to every
human being in the United States able to buy a bond outright or on the installment plan.
The question now is how to sell billions in bonds and at the same time prepare the
public mind and the public pocket book for the sale of OTHER billions later.

Private agencies, solicitors, bankers, patriotic business men cannot carry on the
task, they know it and they will say so.

The first bond issue, with the first enthusiasms and eager co-operation, was one
thing.

This gigantic pending issue of bonds, with others in sight to follow, is another
thing, difficult, vitally important. And only a campaign of intense advertising publicity
will accomplish it.

Such a campaign is feasible and simple for the agency is at hand ORGANIZED,
READY TO BE USED.

First, come 14,000 country weekly newspapers, reaching 14,541,683 American
families—these are represented by the American Press Association and all can be included
in an advertising campaign to cost \$588,000, about one-tenth of a comparatively
small bond issue.

The country weeklies, read by 14,000,000 families that can be reached ONLY
through those weeklies should, under the Secretary's direction, be supplemented by a
complete advertising campaign as follows:

1,773 daily newspapers, with a total circulation of more than 24,000,000.
450 foreign language newspapers published in 30 different languages with a cir-
culation of 6,500,000 per issue.

26 monthly farm publications, 34 semi-monthly, 37 weekly—to be used at a total
cost of \$100,000.

14 popular weeklies in which advertising would cost \$29,694—allowing \$5,000 for
one weekly of largest circulation.

25 financial and trade publications.

16 monthly magazines.

136 religious publications.

All these, as well as complete representation in bill posters and signs and in street
car advertising can be reached and successfully used in the discretion of the Secretary
and his aids.

And, at hand, fully organized ready for immediate action, are the agencies for oper-
ating this great weapon of publicity AT MINIMUM COST.

Because

We know that publicity will solve the bond sale problem, now and in future sale,
and BECAUSE we know that no other agency will or can solve that problem, this ad-
vertisement is published and a national bond sale advertising campaign is urged,

By THE AMERICAN PRESS ASSOCIATION.

The American Press Association Branch Offices Throughout The
United States. Main Office, 225 West 39th Street, New York City.